WLRN
640

WLVR
690

Programming

and

Sports

Guide

September 6, 1963

Dear Student,

This booklet has been prepared for your interest and convenience, it contains the programming line ups for both WLVR — 690 and WLRN — 640.

This year, as every year, we will bring you the top music, news, and sports. Our staff of over 100 is ready to serve you.

Feel free to visit our modern studios in the University Center any time, and be sure to tune to WLVR — WLRN all the time.

It is a pleasure to serve you.

Sincerely,

The Lehigh Radio Network

W L R N - 640 on your Dial

Music News Sports

MUSIC

4 P.M. — 9 P.M. "TOP 40"
9 P.M. — 10 P.M. "OLDIES"
10 P.M. — 11 P.M. "TOP ALBUMS"
11 P.M. — 1 A.M. "NIGHT SOUNDS" (Jazz)
1 A.M. — 4 P.M. "WNEW"

NEWS

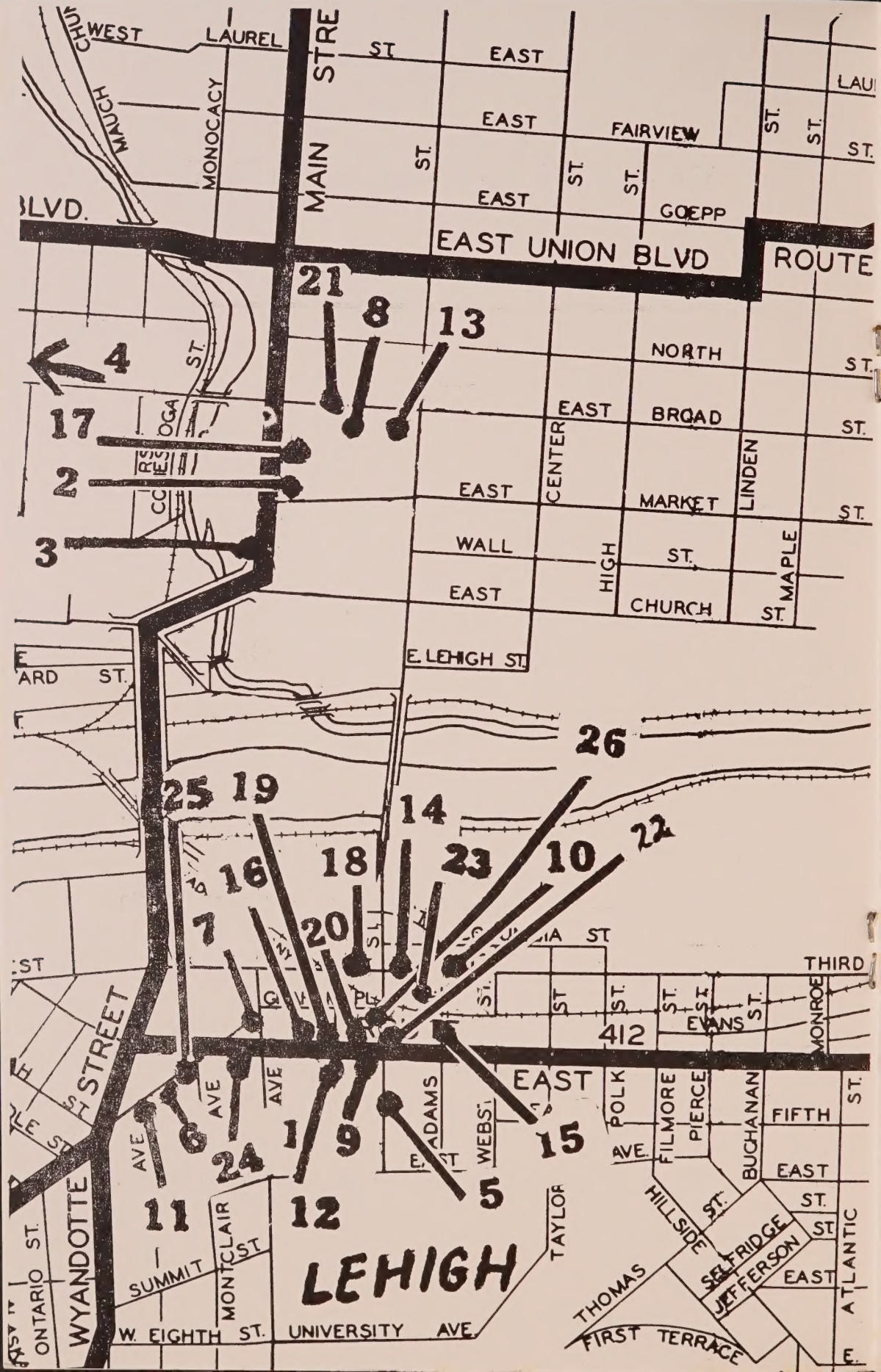
On the hour and half hour every hour. Rap ups at 7 P.M. and 11 P.M.

Utilizing — United Press International teletype and Audio news — plus our own top staff.

SPORTS

Complete **live** coverage of **all** Lehigh Football and Wrestling events.

Reports in depth on the world of sports two times nightly.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FAIRVIEW
MAIN STRE
MONOCACY
MAUCH
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GOEPP
EAST UNION BLVD
ROUTE
NORTH
EAST BROAD
EAST MARKET
WALL
EAST CHURCH
CENTER
HIGH
LINDEN
MAPLE
E. LEHIGH ST.
ARD ST.
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LEHIGH
SUMMIT
W. EIGHTH ST.
UNIVERSITY AVE.
TAYLOR
THOMAS
FIRST TERRACE
HILLSIDE
ATLANTIC
ONTARIO ST.
MONTCLAIR ST
ADAMS
WEBST
POLK
FILMORE
PIERCE
BUCHANAN
EVANS
MONROE

1 Abco Printery
127 West 4th Street

2 Bass, Tom
518 Main Street

3 Bethlehem Hotel
437 Main Street

4 Bethlehem Suburban Ford
2135 West Union Blvd.

5 Campus Barber Shop
New Street

6 Cehelsky, George, Jeweler
331 Broadway

7 Chase's Esso
Broadway & Brodhead

8 Coffman's Jewelry
53 West Broad Street

9 Derrico's Barber Shop
Fourth Street

10 First National Bank
29 East 3rd Street

11 Five Points Shoe Repair
347 Broadway

12 Gasdaska Clothes
30 West 4th Street

13 George's Men Store
7 West Broad Street

14 George's Sandwich Shop
& Billiard Annex
8-8½ East 3rd Street

15 Grotto Restaurant
336 Adams Street

16 Kelchner-Roeder Drugs
115 West 4th Street

17 Kempfer's Music Store
326 Main Street

18 Phillip's Sporting Goods
13 West 3rd Street

19 Ramball Jewelers
129 West 4th Street

20 Royal Restaurant
7 West 4th Street

21 S & G Clothiers
70 West Broad Street

22 Snyder's Drug Store
New & 4th Streets

23 Subko's Men's Wear
34 East 3rd Street

24 Tally Ho
205 West 4th Street

25 Union Bank
4th and Broadway

26 Weidlinger's Card Shop
and Printing
323 South New Street

A. Refowich & Sons
3rd and New Streets

Ray's Men's & Boys' Store
51 West Broad Street

W L V R Program Guide

MONDAY thru FRIDAY

5:00 — 6:00	ACCENT ON MELODY
6:00 — 6:45	(Tue. Thurs.) EDUCATIONAL PROGRAMS
6:45 — 7:00	ARMED SERVICE TAPES
	(Mon. Wed. Fri.) JAZZ at 690
7:00 — 7:20	COMPREHENSIVE NEWS AND SPORTS
7:20 — 12:00	MUSIC 'TIL MIDNIGHT
12:00 — 1:00	THE GOLDEN HOUR

The hours during which WLVR is not programming live, the FM signal of WJBR, Wilmington, Del. (day) and WPAT, Patterson, N. J. (night) will be rebroadcast.

SATURDAY

1:00 — 5:00	FOLK FESTIVAL
5:00 — 8:00	ACCENT ON MELODY
8:00 — ?	JAZZ SPECIAL

SUNDAY

1:00 — 6:00	CONCERT FOR SUNDAY
6:00 — 7:00	COMMENTARY FROM LEHIGH
7:00 — 9:00	STEREO SHOWCASE
9:00 — 12:00	POPS CONCERT

Welcome Boys

to

Lehigh and Bethlehem

from

Joe, Marie and Kathy Weidlinger

Two fine services at one address

323 South New Street

Weidlinger's Card Shop

Rust Craft Greeting Cards

Studios

Zipf's Fine Chocolates

Gift Wrapping and Mailing Service

Another Service —
MONARCH REVIEW
BOOKS AND NOTES
Come in and browse!

Printers Associates

Personalized Stationery

Class Election Posters

Rubber Stamps

Printing of Every Description

Advance News —
ANOTHER AUTOMATIC
PRESS TO BE
INSTALLED SHORTLY!

★ This Booklet Printed with our Compliments ★

Lehigh Sports Calendar

Football

September 28 — Lehigh vs. Delaware (away)
October 5 — Lehigh vs. Cornell (away)
October 12 — Lehigh vs. Gettysburg (home)
October 19 — Lehigh vs. Rutgers (away)
October 26 — Lehigh vs. Columbia (away)
November 2 — Lehigh vs. Colgate (home)
November 9 — Lehigh vs. Davidson (away)
November 16 — Lehigh vs. Bucknell (away)
November 23 — Lehigh vs. Lafayette (home)

Wrestling

December 7 Cornell (away)
December 9 Oklahoma (home)
December 14 Syracuse (home)
January 4 Penn State (home)
January 11 Princeton (away)
February 5 Yale (home)
February 8 Navy (away)
February 15 Army (home)
February 22 Pittsburgh (away)
February 26 Franklin & Marshall (away)
February 29 Rutgers (away)
March 6 - 7 29th Prep School Tournament (home)
March 7 Bloomsburg (home)
March 13-14 60th EIWA Tournament (Lancaster)
March 26-28 NCAA Tournament (Ithaca, N. Y.)

All these sporting events will be carried LIVE over WLRN — 640